

Manitoba Calling



R A D I O B R A N C H
MANITOBA TELEPHONE SYSTEM

VOL. V., NO. 10

OCTOBER 1941



Our Cover Portrait



**Philip H. Godsell, F.R.G.S.
Chief Manitou Pinase - "Spirit Bird" - of the Cree Tribe**



The following is quoted from the jacket of the English edition of his latest book "They Got Their Man." (Robert Hale, Ltd., England; Ryerson Press, Canada.)



Arctic traveller, explorer, and scout-extraordinary for the Hudson's Bay Company, on Canada's Last Frontier, there is no more colorful personality in contemporary Canadian literature than Philip H. Godsell, whose literary sources are the fur trails, the Mounted Police barracks, and the Indian encampments of the wilderness.

Born in Wolverhampton, England, he sailed for Hudson Bay aboard the old *Pelican* of the H.B.C. fleet in 1906, where he first came into touch with the men of the Royal North West Mounted Police. During the ensuing years he has travelled more than 100,000 miles by dog-team, snowshoe and canoe from Labrador to Alaska, and from the Great Lakes to the Arctic Islands — constantly associating with Mounted Police of all ranks. He has lived in the igloos and tepees of every Eskimo and Indian tribe in Canada; speaks numerous native dialects, and, as Chief Spirit Bird, was adopted into the Cree tribe.

During the Royal Visit to Canada Mr. Godsell brought in leading Indian chiefs of numerous tribes to meet Their Majesties, while copies of two of his former books—"Arctic Trader" and "Red Hunters of the Snows", described in "The Canadian Author" as the best and most authentic narratives of the North ever written, were accepted by His Majesty, King George VI.

In his latest volume, "They Got Their Man," Mr. Godsell tells from first-hand knowledge of the work of his friends of the North West Mounted in pushing back the Last Frontier; of tracking down desperadoes; of taming the bloodthirsty "Blonde" Eskimos; and of their courage and daring in suppressing piracy and murder to the swish of the Aurora Borealis and the thunder of cannonading ice-floes. It is something entirely new in dealing with that magnificent Force that still maintains British sovereignty beyond the frontier . . . and is told as only one who knows life in the raw could tell it.

Cover portrait from CKY color photograph



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Time Changes

"The old order changeth, giving place to new."

So sang the poet, but he knew nothing of radio broadcasting and the difficulties of station managers in juggling program schedules to accommodate all the features threatened with loss in the shuffle from daylight-saving to central time, or vice versa.

The twice-yearly upheaval, caused by human dependence upon clocks and nature's refusal to provide unvarying hours of daylight the year round, is one of the bugbears of broadcasting. It would not be so awkward if the entire North American Continent went on or off daylight saving time, but this patchwork—this adoption here and rejection there, well—as we have said in previous years—it's a headache. Look with suspicion, therefore, upon all radio schedules published in the spring and fall, and don't believe any times given till you have heard for yourself!



Editor Joins R.C.A.F.

Conductor of "Manitoba Calling" since its beginning in July, 1937, D. R. P. Coats is discontinuing his editorship and the management of the Public Relations Department with the publication of this issue. He reports for duty at Trenton, Ont., on October 4th, having been appointed to a commission in the Administrative Branch, R.C.A.F.

In the first year of the war he served as civilian instructor in wireless telegraphy to the R.C.N.V.R. and Sea Cadets. In July, 1940, he was gazetted 2nd Lieutenant in the 10th District Signals, R.C.C.S. (Reserve).

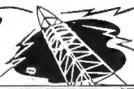
To all CKY and CKX listeners, and to all readers of "Manitoba Calling" . . . "Goodbye . . . good luck to you."—Ed.



"Manitoba



Calling"



"LUM AND ABNER" ON CKY



Meet Lum and Abner. Norris Goff (left) as "Abner Peabody" and Chester Lauck as "Lum Edwards" are to be heard on CKY every Monday, Tuesday, Thursday and Friday at 6.45 p.m. Sponsors of this famous team are Miles Laboratories Ltd., makers of Alka Seltzer and One-a-Day Vitamin tablets.



"GOOD DEED" CLUB RESUMES

Hooray! (unquote). So will exclaim thousands of youthful CKY listeners when they know that the T. Eaton Company's "Good Deed Club" is back on the air for its third season. Broadcast at 10.30 a.m. on Saturdays, the programs will be in charge of Wilford Davidson as M.C., with J. Roberta Wood directing the boys' choir. Mary Wood will direct the girls' choir. Director of the "Good Deed Club" is Mr. R. J. Fry, manager of the city advertising department, T. Eaton Company, Winnipeg. Much of the Club's success is attributable to the fine work, in and out of the studio, by Miss Lenore Vassie, secretary.

REHEARSAL TIME FOR "LUX RADIO THEATRE"

Cecil B. De Mille, producer of "Lux Radio Theatre", was born in the show business and his long career as actor, manager, playwright and producer has followed a pattern fixed for him by his father.

The elder De Mille was a noted playwright at the turn of the century. For many years prior to his death he was closely associated with the late David Belasco. When Cecil B. was born in Ashfield, Massachusetts, on August 12, 1881, his father had made quite a name for himself—but not too much money. Nevertheless, he hoped for a career for his son in the none too lucrative theatre and from him young Cecil B. learned the groundwork of his profession.

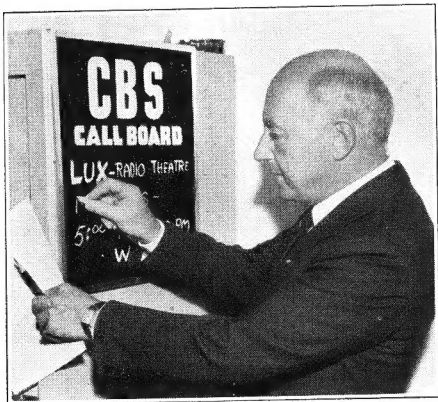
After De Mille's father died, his mother turned the De Mille home into a school for girls. The income from his mother's teaching activities made it possible for the young man to attend Pennsylvania Military Academy and for his brother, William, to go to Columbia University.

With his secondary schooling completed, "C.B."—as he is now known—studied at the American Academy of Dramatic Arts, making his stage debut in the early 1900s. It was while on tour with Sothern and Marlowe that he met and married Constance Adams, of Orange, New Jersey.

After appearing in many hits of the day, including "The Prince Chap," "Lord Chumley" and "The Warrens of Virginia", De Mille gave up acting to manage a play brokerage house and to write. Soon he had written "The Stampede" and "The Royal Mounted" the latter in collaboration with his brother.

It was about this time that he turned to thoughts of motion pictures following a chance meeting with Jesse Lasky, during which they discussed fully the possibilities of the new industry. Both realized the danger of investing their meagre savings in films, but decided to take a chance. They started by filming "The Squaw Man," starring Dustin Farnum. It was a success and they kept at it with more winners. In two

SPEECH



Cecil B. De Mille

brief years, as independent producers, they were on top of the movie pile.

De Mille has produced and directed nearly 75 outstanding screen-plays in the last 30 years. He has developed many big stars including Hal Roach, Gloria Swanson and Jack Holt.

When he turned to radio, De Mille brought a wealth of original ideas to "Radio Theatre" dramatization. He is a stickler for accuracy and detail.



RADIO AND TOURISTS

Since May, 1940, the Radio Branch of the Manitoba Telephone System has been conducting an intensive tourist campaign. This is by no means CKY's first effort of this kind, for within a few weeks of its opening, in March, 1923, the station broadcast talks and issued postal cards advertising the attractions of the Province. The cards were mailed to all parts of the continent, in response to the great number of fan letters received in those days. In our "Adventures in Radio" the reader will see that tourist appeals were among the earliest radio talks organized in Canada. Broadcasting's place in the tourist business has been earned by long association and considerable success.

For a period of its history, broadcasting was mostly music and little speech. Now, with so much time devoted to news, commentaries, interviews, predictions by armchair strategists, drama dripping with blood and tears, book reviews, quiz programs, sermons, spot announcements, charity appeals, household hints for little helpmates, and other applications of the spoken word, speech is occupying a large portion of the radio schedule.

Great men of the past have expressed a variety of opinions on the power of speech. Said one Perry: "Speeches cannot be made long enough for the speakers, nor short enough for the hearers." Good old Perry should have lived to hear some of our modern patent medicine announcements. Cato said a mouthful, as the vulgar tongue hath it, when he remarked that "All have the gift of speech, but few are possessed of wisdom." Said the Sage of Chelsea, Thomas Carlyle: "Speak not at all, in any wise, till you have somewhat to speak; care not for the reward of your speaking, but simply and with undivided mind for the truth of your speaking"—an admonition which, if taken to heart, would leave a lot of space for music on the air. Sheridan might have been listening at his loud speaker when he said of someone's speech that it contained a great deal both of what was new and what was true; but unfortunately what was new was not true, and what was true was not new. Byron had never heard a radio talk when he wrote: "His speech was a fine sample, on the whole, of rhetoric, which the learn'd call 'rigmarole'," but we have often thought the same in less poetic style, as we have heaved a weary sigh and quickly turned the dial!

—D.R.P.C.



VISITORS WELCOME

Tours of CKY's studios, with explanations of the construction and equipment, are conducted daily except Sundays. Intending visitors, if in groups, should telephone 92 191.

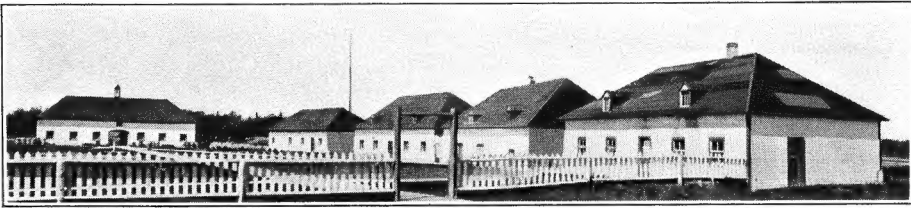


Norway House--Last Stronghold of the Fur Lords

By PHILIP H. GODSELL, F.R.G.S.

Noted Fur Trader and Arctic Traveller.

Author of: "Arctic Trader", "The Vanishing Frontier," Etc.



Hudson's Bay Company's Buildings at Norway House.

It was through the smoky haze of Indian summer in 1906 that I first glimpsed the white walls and tapering flagpole of historic Norway House.

A youthful recruit to the ranks of the Hudson's Bay Company, I had disembarked from the S.S. *Pelican* at York Factory on the storm-battered shores of Hudson Bay, to be shipped inland by canoe carrying the "fall packet" and manned by sinewy Cree paddlers. When I stepped from my canoe, climbed the red-grey rocks and entered the arched gateway, Norway House had ceased to be the fur trade capital of the Northland; the pivot around which the vast transport system of Indian-manned York boat brigades revolved. But it was still headquarters for that immense forested wilderness known as Keewatin—Land of the North Wind.

In those days the staff at Norway House comprised the chief factor, ruler of a wilderness empire half the size of Europe, who visited his palisaded fur posts in an Indian-manned canoe with the red ensign fluttering from the bow, or in an immense red-painted carriage drawn by gaily caparisoned huskies and driven by fleet-footed runners in moccasins and beaded buckskin. There were Mr. Sinclair, the accountant; Roddy Ross, the storekeeper, and half a dozen young clerks from the Old Country domiciled in the Bachelors' Hall, learning the mysteries of Indian trading.

There were chore-boys, woodcutters, interpreters and, in winter, fifteen or twenty bronzed and picturesque forest runners whose task was to comb the wilderness camps of the redmen, bartering axes, blankets, muzzle loaders, gunpowder and twine for the glossy pelts of otter, mink, marten, lynx and silver foxes, or carrying the winter mail across the frozen surface of Lake Winnipeg.

No more picturesque sight can be imagined than a dozen or more of these teams of yelping huskies, their tails arched in feathery plumes, drawn up within the courtyard; the dogs with gay ribbons fluttering from multi-coloured standing-irons attached to their collars, their backs adorned with fringed and beaded tapis of green and scarlet cloth, their coppery-visaged drivers hurrying to and fro attired in capotes of beaded buckskin with fluttering fringes, ornate stroud leggings, moccasins and fur caps, their mooseskin mittens dangling from their necks by tasseled cords.

The loads lashed on the long toboggans, the guide slips on his snowshoes and swings through the gateway. Then to a pandemonium of jangling bells, cracking whips, a medley of broken Cree and English, and the sonorous barks of the straining huskies, the brigade stretches in a long, sinuous, undulating line across the shimmering whiteness to

be swallowed in the rocky gorge of the Nelson.

Norway House Revisited

Not long ago I boarded the S.S. *Keenora* at the Selkirk Navigation Company's docks at Winnipeg and a delightful three days' cruise brought me once more to the historic old fort that had meant so much when trekking in from lonely outposts in boyhood days. The York boat brigades were gone for all time. Instead, long strings of Indian-manned canoes, propelled by outboard motors, awakened strange echoes along the routes of old-time voyageurs. Overhead aeroplanes whirled to and fro, bound for the mining camps at Island Lake and God's Lake. But the familiar buildings were there still, so were many old trail companions: Donald Flett and Alex Budd whose moccasins had eaten up thousands of miles of forest trails; Roddy Ross and Big Bill Campbell, grizzled somewhat with age but all anxious to talk over the good old days when Donald McTavish, last of the old fur barons, ruled the North with a rod of iron.

There, in the left-hand corner of the courtyard was the historic Bachelors' Hall, built in 1838, once occupied by R. M. Ballantyne, the noted writer, for a century the abode of budding fur traders. Nearby rose the Big House, recalling boyish pranks and escapades, and sumptuous meals and merry-making when Mounted Police, traders from the outposts and explorers and travellers from the far ends of the wilderness gathered around the festive board to do justice to smoking haunches of moose meat, beaver tails, caribou tongues from the Barrens, roasted wildgoose, horned owl soup and other epicurean treats of the Silent Places.

Medicine Murder

And there, nearby, stood the ancient Council House where Sir George Simpson, the Little Emperor of Rupert's Land, dictated the destinies of half a continent.

As I gazed on the white walls I recalled that day back in 1906 when two young Mounted Police had mushed out of Norway House for the forested

haunts of outlaw Saulteaux witch doctors whose aboriginal hands were stained with the blood of a score of their tribesmen. It was in my room in the Bachelors' Hall that Big Bill Campbell of Island Lake told Sergeant "Daisy" Smith of the black magic that was taking an increasing toll of coppery victims and of the medicine murder of Sapwaste.

The cinnamon-cheeked young squaw, whose merry laughter had endeared her to one and all, had been attacked by the 'Flu. As she raved in feverish delirium old Pecequan, the medicine man, decreed that she must die, that evil Manitous possessed her, that she would turn cannibal and devour them all unless destroyed. Through the pierced bark walls of her wigwam the ends of a rawhide line were thrust into the hands of two young hunters. As tom-toms boomed within they were ordered to pull with all their might. Not long afterwards a bundle swathed in rabbit robes was carried into the forest and buried in a shallow grave. A torch was applied to the execution lodge and all hurried from the spot.

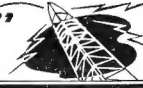
The Mounties

Into the heart of the hunting grounds of these pagan Saulteaux, dreaded by all surrounding tribes, mushed Corporal Cashman and Constable O'Neil. In the flickering red firelight of a smoky lodge on the rocky shores of Deer Lake, surrounded by three-score braves whose twitching fingers played nervously with the triggers of their muzzle loaders, black witchcraft and paganism faced the puny forces of the white man's law. Yet, from that pagan council Cashman and O'Neill retired triumphant. Arrested in the heart of that hostile camp, Pecequan, the medicine man, and Chief Mistainniew, were brought to Norway House. And there, in that Council House, I saw them placed on trial for the medicine murders and witnessed the breaking forever, of the aboriginal powers of the witch doctors.

As my gaze rested on the squat fur warehouses that had housed the baled wealth of the Northwest, the stone jail, the archway warehouse with its bell bearing the inscription: "Seahorse,



"Manitoba Calling"



CKY HELPS COMMUNITY CHEST

As usual, CKY has co-operated in the Community Chest campaign this year. A novel feature was a specially recorded message from Winnipeg-born Deanna Durbin to a little Winnipeg girl, Rosemary Norma Lobb, in the Institute for the Blind. Rosemary wrote to Deanna to say how she enjoyed the film star's singing. Deanna had her reply recorded and followed her message with the singing of "Ave Maria". The star's grandmother, Mrs. Read, who resides in Winnipeg, was interviewed at the microphone as an introduction to Deanna's message. Children in the Institute for the Blind and in the Children's Home heard and participated in the program.

Another highlight in the campaign was the broadcasting of a message recorded for the occasion by the famous film and stage star, Madeleine Carroll. Miss Carroll spoke to the patients in the Children's Hospital, Winnipeg, and read with exquisite feeling the Oscar Wilde story of "The Selfish Giant."

★ ★ ★

The Thursday afternoon talks "Manitoba Impressions" concluded with the broadcast on September 25th. These talks, designed to interest prospective visitors to Manitoba, have been given over both CKY and CKX. They may be resumed next spring.

March 30th, 1782"; the tapering flagpole rising high on Flagstaff Hill from whose halyards the crimson banner of the fur company had saluted wilderness potentates long dead and gone, and finally the old Franklin sundial still marking off the hours, I realized that Time had dealt lightly with this picturesque and historic spot.

Editor's note:—Mr. Godsell, the present day historian of the North, occupied the room in the Bachelors' Hall that had once been Ballantyne's, who recorded the story of the fur trade of a hundred years ago.

Copyright, 1941, by
Philip H. Godsell, F.R.G.S.

INTRIGUING



And very pretty, too, is Betty Lou Gerson, star of Columbia network's two Procter and Gamble serials, "Woman in White" and "Mary Marlin". She plays straight dramatic leads and ingenue roles with equal skill, is expert at dialects, and comes from Chattanooga, in Tennessee.

★

"SECRET SERVICE" SCOUTS

The Canada Starch Company will sponsor a series of fifteen-minute programs entitled "Secret Service Scouts". These will be broadcast by CKY at 6.15 p.m., Tuesdays and Thursdays, and by CKX at 5.30 on Mondays, Wednesdays and Fridays.

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CKY'S MOTION PICTURES

Two films in natural color are now nearing completion. One of these, entitled "Backstage in Broadcasting", shows scenes in and out of the studios of CKY and CKX. The other illustrates a voyage around Lake Winnipeg.



OUR TOURIST STAMPS PRIZED BY COLLECTORS

The colored stamps issued by CKY and CKX for attachment to mail for the purpose of advertising the tourist attractions of the Province of Manitoba are in demand by collectors throughout the United States.

A recent issue of the "Poster Stamp Bulletin", a magazine published in Chicago by the National Poster Stamp Society, an organization whose members appear to be interested in collecting poster rather than postage stamps, gave us an entire centre column on its front page with reproductions of four of our stamps and the following tribute:—

Manitoba Issues Two Interesting Series of Poster Stamps

Manitoba, through radio stations CKY and CKX, has released two "vacation type" Poster Stamp series this year. Each series consists of 4 different Poster Stamps. One series pictures winter sports such as skating, snow-shoeing, tobogganing, and ice-hockey. The other series pictures summer

sports, such as swimming, sailing, golfing, fishing, and driving.

These two series are particularly well executed and are printed in three colors, red, blue, and yellow.

Very few Canadian series have been produced west of Toronto, Ontario, so here is an opportunity for collectors to enlarge their Canadian section. . . .

With some elation we note that our Manitoba tourist stamps are offered for sale to collectors at 10 cents per set of four. CKY and CKX will send them anywhere free of charge, of course, and it's good advertising for Manitoba, but if anyone thinks enough of them to buy them in Chicago, it's all right with us and still good advertising for the Province.

Owing to uncertainty with regard to the broadcasting hours of many features in this period of change from Daylight Saving to Standard Time, we are unable to publish the program schedule in this issue.

**The SPOKEN WORD is the most
intimate Method of Communication**

**To reach your Distant Friends
use the VERBAL Medium**

Long Distance

**Rates are Lower after
7 p.m. and All Day
Sunday.**

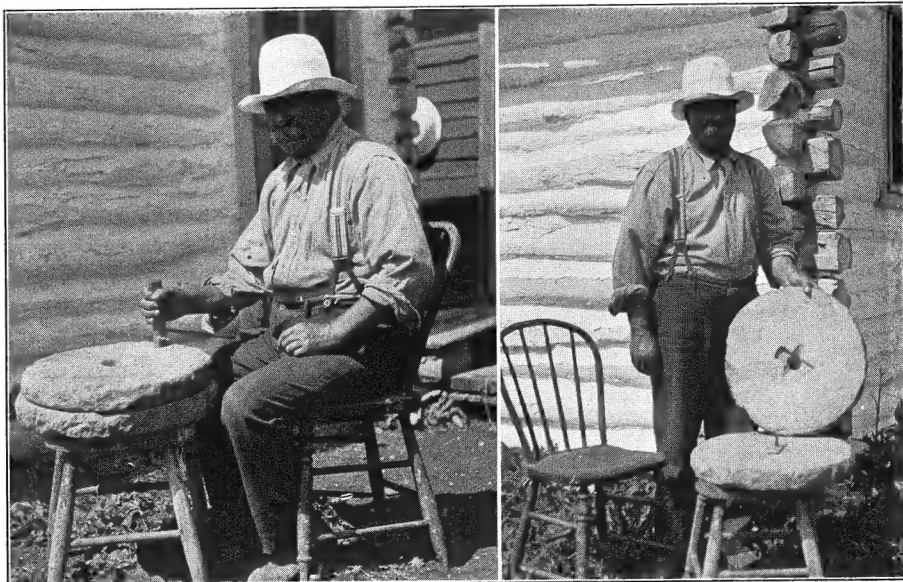
MAKE YOUR VOICE VISITS BY TELEPHONE

MANITOBA TELEPHONE SYSTEM



Early Milling In Manitoba

By L. T. S. NORRIS-ELYE, B.A. (Cantab.)
Director, The Manitoba Museum, Winnipeg.



Mr. Andrews uses this in the daily grinding of wheat for his breakfast

When we eat bread or visit our great flour-mills, few of us think of the long periods of experimentation which have preceded the complicated processes and machinery available to us today. The present-day methods of the white men were evolved from processes long in use in the Old World where primitive grinding stones, hand-mills, water-mills and latterly wind-mills were developed. We propose to examine briefly some of the early settlers' equipment for making flour in Manitoba but, before doing so, it may be of some interest to give a short account of the methods used by the Indians.

Where climatic and soil conditions were favorable, Indians carried on agriculture on an extensive scale. The first white people in the East found them growing maize (now known as corn); the origin of this plant has not yet been discovered. These crops were grown chiefly in the Eastern, Central and

South-Eastern States, farming with primitive implements of wood and stone. It is not certain that maize was grown in Manitoba though it seems certain that it was grown successfully about 150 miles south of the International border. It has been reported that the Gros Ventres Indians camped south of Melita in historic times, so they may have succeeded in growing it here as they were related to the Mandans who grew it extensively.

In the East the Iroquoians had one patch of corn four miles wide and which took Frontenac three days to destroy. Agriculture would enable large numbers of Indians to occupy a relatively small area compared with those tribes who had to subsist on hunting game. No doubt the grain-growers had to maintain an adequate force of braves to protect their crops from bands of predatory tribes. Generally speaking, if corn was consumed to any extent in this

Province it was probably imported from the South and traded for other goods, as was done to some extent in other Northern climes.

In quite recent times Indians in the East were still grinding corn in cylindrical tubs of wood, known as corn mortars, by means of long poles with a sort of club at each end; the double end gave added weight and supplied an alternative grinder if the other became damaged. They are known to have used stone implements for the same purpose consisting of thick, flattened stones together with round or hammer stones. In the Museum is one of the flat stones from near Melita which may have been used by the Gros Ventres as it shows evidence of grinding and was found near one of their alleged camps. Such stones are rare in this Province.

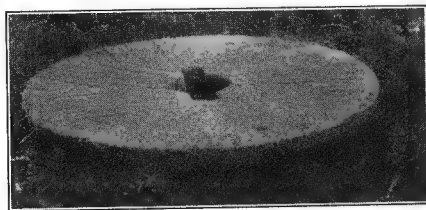
Wild rice has been harvested by Indians in Manitoba from time immemorial as it is done today. It was rarely cultivated artificially, though the Assiniboines occasionally sowed it. After winnowing it by means of skins, blankets or baskets of birch-bark, it was dried over a slow fire and kept as grain in raw-hide sacks. The commonest method of eating it was (and still is) to boil the grains for from twenty minutes to one hour and eat the mash or use it as soup; it was often added to boiling meat. Sometimes the grains were pounded between stones to a coarse flour. Rice is exceedingly nourishing and is especially good for very young children.

Although it has little relation to the subject, pemmican should be referred to. The meats of bison, deer and even fish were used. The meat was cut into long, thin strips and placed horizontally on a frame over a slow fire to dry it and smoke it. When dry it was pounded to shreds with a hammer-stone on a stone block, mixed with about one-third volume of fat (sometimes fruits were added) and secured in raw-hide bags for future use. It would keep in this condition almost indefinitely. There are two pemmican blocks (stone to pound upon) and pounders in the Museum in Section A, case 24. So easy to carry and so nourishing was this food that it became a staple article of food and

trade among the Hudson's Bay Company's employees.

The earliest settlers in Manitoba had to import all wheat from the United States before they could harvest their own crops. In order to convert the grain into flour they had to make hand-mills and grind corn in their homes. These were called querns, an Anglo-Saxon word long ante-dating the use of water- and wind-mills. There are two of these in the Museum (Sections A and D). Up to the present time one has been in regular use near Tyndall and the illustrations show the quern in actual use. It consists of two circular, disc-like stones some 16 inches in diameter and 3 inches thick; the upper stone has a small hole in the centre through which a pin protrudes from the lower stone to maintain position. A handle near the rim of the upper stone was used to rotate it and the parched grain was introduced through the central aperture. The stones were placed upon a table or platform. The flour was sifted and the coarse material was ground again. In early days some of the poorer children took to school a lunch consisting of the flour mixed with milk or water which was called "busten". Doubtless they found more suitable names for it.

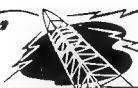
As settlement increased and leisure decreased a demand for commercial mills arose; this resulted in the introduction of water-mills which employed very large stones. The first of these to arrive west of Fort William is said to



Millstone at Gunn Creek, Man.

be a water-mill constructed at Sturgeon Creek, just a few miles west of Winnipeg. The stones for these were prepared in Aberdeen, Scotland, and are made of red granite. They did not touch land after leaving Scotland until they

(Continued on Page 11)



"SUPERMAN" RETURNING

That virile thriller of the newspaper strips and radio will be back on CKY, commencing October 13th, to run on Mondays, Wednesdays and Fridays at 5.45 p.m.

The following is quoted from a full-page article which appeared in a recent issue of the Winnipeg "Tribune":—

Three times a week, millions of young spines tingle as Superman thunders hol-lowly over the air waves. . . .

An American newspaper correspondent, touring London's bomb shelters during a heavy raid, observed a cockney boy immersed in the pages of Superman. Neither the din of anti-aircraft fire nor shells exploding near by could distract his attention, and in his rapture he began squirming and jostling his neighbors. After a particularly violent detonation, his mother snatched the magazine out of his hands, "Give over," she bawled, "and pay ertention to the air raid".

The parents of Jerry Siegel, Superman's creator, are old-time Clevelanders. His father, Michael, who died six years ago, ran a hole-in-the-wall men's furnishing shop and his mother helped behind the counter.

Canadian-born Artist

It was in the corridors of Glenville High that a classmate pointed out to Jerry a pale, pitcher-eared lad named Joe Shuster. Siegel sought him out.

"I understand," he said, "that you draw science fiction stuff."

"Uh-huh," Shuster admitted, his eyes blinking behind double-thick lenses.

By the noon recess the boys had formed a partnership which has progressed, unmarred by a single dispute, to this day.

The Dutch-Russian-Jewish Shusters were harder up than even the Siegels. Julius Shuster, a work-worn little tailor, had started life in Toronto forty years earlier and emigrated to Cleveland when Joe was ten. . . .

After some years of struggle and disappointment, Siegel and Shuster produced Superman and achieved unparalleled success. Sponsors of Superman on CKY will be The Ogilvie Flour Mills Company, Limited.

BRANDON ANNOUNCER PLEASING WIDE AUDIENCE



"Russ" Carrier

"Russ" Carrier—recent addition to the announcing staff of CKX—was born 25 years ago in Prince Albert, Saskatchewan. Russ received his public and high-school education in that city, and ran the usual student gamut of "odd-jobs-after-school-and-on-Saturday". He also found time to play on school rugby and baseball teams. His first connection with radio was in 1934, when he won a contest as a pianist and singer. This led to an announcing assignment with CKBI, Prince Albert, and since then Russ has worked at stations in Saskatoon, Yorkton and Winnipeg. His pastimes are playing the piano (which he does quite proficiently) and reading. In the world of sport, he prefers boxing and swimming. In the matter of classical composers, Russ leans to Chopin and Debussy. As for popular music, he likes his dance-bands on the "sweet" side, and is a rabid fan of Bing Crosby. Possessed of a clear, pleasing voice and a likeable microphone personality, Russ Carrier is rapidly gaining a wide popularity with the listeners of CKX.

"WHAT DID THEY THINK?" What Do YOU Think?

Those provocative discussions of literary works and their authors, broadcast last winter from Winnipeg, are back again this year to throw a little excitement into Sunday evenings, but a listener in southern Saskatchewan won't be listening. (What should we call a listener who doesn't listen? Radio owner? We don't know that he owns one. Radio fan? It's an abominable expression. We need a word to describe someone who is within range of a radio set but who may not have it turned on). This might-be-listener wrote: "What do you mean by saying that the Elsie books aren't fit for children? They are very moral stories. I was brought up on them. And how could you discuss such a wicked man as Cellini on your broadcasts or that tipling old roue Pepys? I shall not listen to your program again, and certainly will not allow my children to listen to it."

The CBC will continue the series this season, on Sundays at 10.00 p.m.

EARLY MILLING IN MANITOBA

(Continued from Page 9)

were unloaded at Sturgeon Creek. They were ordered by Cuthbert Grant, a man of some means, in the hope that the Indians would be encouraged to grow grain. The stones arrived about the year 1828 and the mill operated for a few years but, during a flood, the bank gave way and the mill collapsed. These stones belong to Mr. and Mrs. F. H. Telfer, of Harcourt Street, St. James, who are donating them to the Museum.

Some of the querns were brought to this country from abroad; one from Iceland was used at Gimli and is now in the Museum. Another from Russia made of fossiliferous limestone and in its original frame is in the possession of a well known milling company in Winnipeg. Among the surviving commercial millstones is one at Gunn Creek on the Henderson Highway; in Norwood is a pair said to have belonged to Louis Riel. Another pair is believed to be in or near Portage la Prairie.

BIG AUDIENCE FRIGHTENS SINGIN' SAM



Singin' Sam's huge audience frightens him.

And that, paradoxically, probably is the chief reason the homespun Hoosier holds onto his growing radio audience through the years as do few other performers.

As Sam explains it:

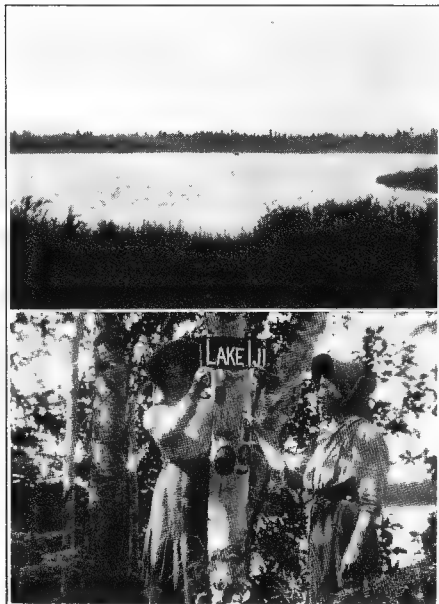
"If I was to think of eight million listenin' to my songs and chatter, I'd be so scared I couldn't open my mouth."

Secret of Sam's radio appeal is that he is a troubadour, a true descendant of bards like Francois Villon, who brought song and cheer into the taverns and hearths of medieval France. Main difference is that those troubadours could only bring their gifts to a few persons, while Sam brings his to a daily audience that now numbers eight millions, and is constantly growing.

Many of Sam's old radio friends write him that his 15-minute "Refreshment Time" programs "seem like a musical conversation between Sam and us." Nearly all agree that Sam, as no other radio performer, has a way of projecting his personality into a room that makes him seem like a member of the family.

Manitoba Place Names

Talks broadcast by CKY from time to time deal with the interesting origins of some of the place names in Manitoba. For much of our information we are indebted to a Winnipeg business executive who desires to remain anonymous.



In the interior of Big Island, also called Hecla Island, near the narrows of Lake Winnipeg, there is a body of water which is known as LAKE IJI, the I in each syllable being pronounced to rhyme with "eye".

The name was given by a party of Manitoba College graduates who camped on the island in the summer of 1909. While there they heard stories of there being a lake somewhere in the interior, so they organized an expedition and succeeded in locating it. "IJI" is the first word of the yell which was used by the collegians and has since been adopted by the University students, the yell familiar to all who have attended U. of M. sporting events:—

"I-JI-ITTI-KI-I-YI-YIP", etc.

We included this information in one of our recent morning talks on Manitoba place names, broadcast by CKY,

and are glad that it reached the ears of a prominent Winnipeg citizen, ex-Alderman E. D. Honeyman, K.C., for he has been good enough to supply us with photographs taken at the time of naming the lake. Also, we are furnished with the following interesting particulars: —

C. K. Guild (now K.C.) and J. D. Cameron were the two members of the exploring party who located the lake. Next day they led others to it and took along the signboard which they had prepared to establish the name. The board was nailed to the tree with appropriate ceremony in the presence of W. F. Guild (later killed at the battle of Vimy); Miss Helen Nicholson (now teaching in St. John's Technical High School, Winnipeg); and Miss Fisher (now Mrs. Worthington, residing in Vancouver).

It is not claimed, of course, that this was the original discovery of the lake. It is well to record, however, for the enlightenment of future generations, these facts which will explain how Lake Iji acquired its quaint name.

The name GLENBORO was given by the late Mr. James Duncan, a pioneer resident who migrated from the borough of GLEN in Scotland, in or about the year 1888. His unselfish community spirit was the means of developing a flat treeless place into beautiful town. His farm adjoining the town was profusely sown with trees, shrubs and flowers. Such was his interest and influence that he named all the streets of Glenboro.

An example of what might be called an artificially constructed place name is BINSARTH. The Scottish, Ontario and Manitoba Land Company established a large farm of pure bred stock in the vicinity. The founder and manager of the farm was William Bain Scarth.



Adventures in Radio - 22

By D. R. P. COATS.

CANADA'S FIRST ALL-RADIO MAGAZINE

Among my collection of literary curiosities is a volume in scarlet boards, bearing in gold lettering the title "Canadian Wireless Magazine" and the dates June 1921-July 1922. It comprises the bound copies of a monthly publication which, having been born prematurely in Montreal, delighted awhile its loving parents and a small circle of friends and then died, leaving few mourners because so few people had been aware of its existence.

This book, I feel sure, is unique. It owes its preservation to the parental pride of its editor. While most of those who bought the magazine wrapped their lunch in it or disposed of it otherwise with scant respect, he saved his copy each month and eventually had them bound. Now, the first Canadian periodical devoted exclusively to radio makes interesting reading, providing as it does an historical record of early developments in broadcasting. As the erstwhile editor and contributor of articles over several signatures, I may, perhaps, be allowed to include these notes in this series of "adventures".

One Program a Week!

The following item from the issue of June, 1921, is an illuminating reminder of the small beginnings from which modern broadcasting has grown:—

Weekly Radiophone Concerts

The weekly wireless telephone concerts radiated from the Toronto office of the Canadian Marconi Company are meeting with ever increasing popularity among the amateurs. We are advised that new features are being added wherever possible.

At that time I was broadcasting similar weekly programs from the Company's factory in Montreal. It will be noted that radio listeners in those days were known as "amateurs". This was due to the fact that the audience consisted almost exclusively of professional wireless operators and amateur owners

of experimental transmitters and receivers. The general public knew little or nothing of the new forces about to break upon the world.

Broadcasting, young brother of "wireless", was not allowed to go unprotected in its infancy. Canada's first broadcasting outfits were provided with two systems of radiotelegraphy in addition to the microphone. The reason for this was that the equipment was intended for military purposes, the microphone being a luxury which could be used when the longer range of the telegraphic system was not required. One type of wireless telegraphy employed was what is known as "continuous wave" and the other, a buzzer modulated system called by the British manufacturers of the set "tonic train". This item, from "Canadian Wireless Magazine", August, 1921, recalls how broadcasting and wireless were associated:—

Fight Results by Radiophone

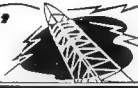
The 'Standard' (Montreal) had the Dempsey - Carpentier fight result radiated into space by wireless telephone. . . Immediately on receipt of the news from the ringside a message was transmitted to the Marconi plant and there radiated, first by word of mouth, then by continuous wave telegraphy, and a third time by 'tonic train' wireless telegraphy.

Publishing today a list of the names and addresses of all the licensed radio listeners in Canada would be a stupendous and expensive job. It was not so difficult in 1921, when "Canadian Wireless" used to reprint lists furnished by the authorities at Ottawa. Against each name was the "Certificate Number" by which it appears that the sale of licenses at \$1.00 each was not exactly flourishing. The highest certificate number in the list which appeared in September, 1921, was 567, assigned to

Phillips, G. R. . . . Fort William, Ont.



"Manitoba Calling"



Running Story

This is quoted from an account of fishing schooner races off the coast of Nova Scotia:—

During the recent International Fisherman's Schooner Race, held off Halifax harbor on October 22nd and 24th (1921), when the Canadian challenger 'Bluenose' defeated the American defendant 'Elsie', all the reporting was done by wireless telegraphy. The Canadian Press officials expressed surprise and delight at the very rapid, uninterrupted and efficient service. . . At the conclusion of each day's race, radiotelephone conversations were carried on between ship and shore, and several people who had never before listened to the radiotelephone, and others who had not known that such a thing was possible, were able to hear every word spoken. . .

Christmas, 1921

George Eaton at Toronto shared with me the honor of being the first to impersonate Santa Claus at Canadian microphones. That was on Christmas Eve, 1921. This advertisement appeared in Montreal newspapers:—

SANTA CLAUS

has promised

THE MARCONI COMPANY

that he will speak on
Christmas Eve by

Wireless Telephone

to every house within 200 miles of Montreal equipped with a suitable wireless receiver.

LET THE KIDDIES LISTEN

to his songs, rhymes and stories. He will commence promptly at 7.30 p.m. and will continue until 8.30 p.m.

Tune Sharply to 1200 Metres

The event was introductory to hundreds of impersonations of the genial old gentleman broadcast by stations throughout Canada since that date. Our modern children must find it difficult to reconcile all the different voices with

a single idea of Saint Nicholas, though the youthful imagination is capable of considerable extension. Used among the effects at Montreal on the occasion was



Jack Dempsey and Manager Tom Duggan at the microphone, July, 1922

a Swiss musical box which has been heard many times by CKY listeners in recent years.

Brief Schedules

Broadcasting hours were not excessive in those days. The schedules make a notable contrast with the 17-hour daily program now expected of stations. These appeared in February, 1922:—

TORONTO: 1,200 metres.

8.00 to 9.30 p.m. (Tuesdays)

MONTREAL

8.00 to 9.00 p.m. (Mondays and Thursdays)

CHICAGO (KYW)

8.00 to 11.00 p.m. — Grand Opera, every Monday, Tuesday, Wednesday, Thursday and Saturday.

2.00 to 6.00 p.m. (Saturdays only)—Grand Opera.

8.00 to 9.00 p.m. (Fridays only)—Music.

Cynics will note a fine distinction between grand opera and "music" in the last listing. With so much operatic material on the air, it can scarcely be said that those early broadcasts were low-brow.

Talks for Tourists

The first series of talks broadcast in Canada for the purpose of attracting tourists from the United States are believed to have been those referred to in the July issue of "Canadian Wireless", 1922:—

Dr. W. H. Atherton, Montreal's noted historian, has undertaken to de-

liver a series of weekly talks on the beautiful and historic spots of the city. Besides being extremely interesting to residents, the talks should have a certain advertising value inasmuch as they will persuade many non-residents to come and give Montreal the 'once-over'.

Dr. Atherton, author of several large volumes of Canadian history, used to speak in the then new studio of CFCF.

Jack Dempsey Broadcasts

I remember introducing Jack Dempsey, then heavyweight champion, at the same microphone, on July 18th, 1922.

Jack was giving exhibition bouts in Montreal and I invited his manager there, Tom Duggan, to bring him to the studio and let him speak. We agreed that it would be good advertising for his fights, so the champ arrived one sticky summer evening. Microphones and transmitting sets were not then as efficient as they are now. The mike was attached to the small end of a large phonograph horn. A speaker or singer with a powerful voice would often cause such currents to be drawn in the transmitter that the tubes would glow blue and sometimes burn out. Sopranos were the principal offenders. I suspected heavyweight champions also. It seemed to me that this man Dempsey would be something of a stentor. I therefore placed him far back from the wide end of the horn. He surprised me, however, by speaking with a very small voice, by no means helped by the nervousness with which he was suffering. The pugilist was letting me down: his effort wasn't registering in the meters at all. He must move nearer to the microphone, but he was too absorbed in his script to see my signals. . . . So I shoved Mr. Dempsey in the back, hoping he wouldn't misunderstand. It was the only time I pushed a heavyweight champion around! When Jack finished his address he turned to me and said, "Gee! I'd rather fight TEN fights than do that again!" Actually, he has done quite a lot of broadcasting since then, but he still remembers the occasion in Montreal, which taught us both that mike-fright has nothing to do with physical courage.

HON. FRANCES PERKINS ON CBC FROM CKY



Visiting Winnipeg with delegates to the convention of the International Association of Industrial Accident Boards and Commissions, Miss Frances Perkins, U.S. Secretary of Labor, spoke over the CBC network from CKY's studio on September 8th. With Miss Perkins in the studio were His Honor, R. F. McWilliams, K.C., Lieutenant-Governor of Manitoba, and Commissioner J. E. Lowry, Manitoba Telephone System.



CKY CO-OPERATES WITH CONVENTION ORGANIZERS

When CKY heard months ago that a convention of the International Association of Industrial Accident Boards and Commissions was to be held in Winnipeg, the Public Relations Department went into action. Letters were written to each of the more than 200 delegates expected, inviting them to visit CKY's studios. Enclosed were copies of "Manitoba Calling" and supplies of auto and mail stickers advertising the Province.

At the luncheon tendered the delegates by the City of Winnipeg, a copy of our September issue was placed at each plate, the cover-picture of the "Mountie" adding a smart touch of color to the scene.



THE LISTENER WRITES

We welcome letters from our listeners at all times. Names and addresses of the writers must be given but will be treated as confidential.

ANZAC CONTACT—"Your August issue was especially interesting to me because Leading Aircraftsman J. W. D. Robin, whose letter to the CBC appeared on page 12, proves to be the son of an old friend who went to Australia with his family, my brother, and me, 52 years ago. . . ."—Griswold, Man.

VICTORY ANNOUNCER—"Your 'V for Victory' announcements, which seem to be recorded for they always sound the same, need pepping up. Put some ginger in it! . . ."—Winnipeg.

PASS IT ON—"Manitoba Calling' is interesting and informative. When we are finished with it we send it to a friend who is serving with the forces in Jamaica. He says they are glad to get it as it is just a touch of home and is very welcome to the 'exiles' as they call themselves. . . ."—Winnipeg.

DAYTON THEATRE—"Congratulations to Mercer McLeod for his grand job on the first of this season's 'Dayton Theatre' programs. I intend to follow this series without missing a show if I can help it. . . ."—Winnipeg.

SUGGESTION—"Instead of publishing extracts from listeners' letters without signatures, why do you not open your pages for discussion of programs, etc. by your readers. This would add much to the interest. . . ."—Brandon. (This is being considered. Our reason for not publishing signatures is that many correspondents ask us not to do so and many others might be embarrassed if we did. We want our listeners to write frankly to us and without fear of our disclosing their names, either on the air or in print. Letters must be signed, however, as some guarantee that opinions expressed are genuine.—Ed.)

PLACE NAME—"Re the origin of the name 'Rapid City' (Manitoba), I recall that Beecham Trotter, of Brandon,

author of 'Horseman in the West', once told me he was one of the original investors in the townsite of Rapid City, and definitely stated that the name was given the place because of its RAPID growth at the time. Mr. Trotter is deceased now, but it is possible his book may make some reference to the matter . . ."—Minaki, Ont.

(We have been informed that the name was given to the town because of its being on the river now known as the Minnedosa, formerly called Rapid River. Further correspondence on the subject is invited.—Ed.)

"KEENORA" PASSENGER — "It's not often I get a thrill like the one I had today when I received the September 'Manitoba Calling' and read your account of the trip to Norway House on the 'Keenora'. I was on that trip this year and it was the second time for me. I certainly intend to take it again next year and for years after that . . ."—Winnipeg.

OUR AUTO STICKERS — "I have several of your auto stickers 'En Route —Manitoba' and am told that they may be obtained from your department. I would be grateful if you would send me some, as I consider them an ideal souvenir of Manitoba and would like to forward them to my people in Australia. . . ."—R.C.A.F., Tuxedo.

WE GO TO NEW ZEALAND — "Please send a copy of September 'Manitoba Calling' to my great-aunt, who at one time spent two-and-a-half years of her very long life in Manitoba but who now resides in far-away New Zealand. Please also enclose one of the beautiful folders describing Riding Mountain National Park. It will help her to realize, I am sure, what a different Manitoba we have today, compared with the wild one she knew so many years ago. . . ."—Pratt, Man.

"Treasure Trail"

provides lots of merriment for the studio audience and many problems for subjects of the quiz.

These pictures were snapped at a recent performance in CKY's big studio.

(1) Announcer Guy Gislason offers lady contestant the question box. She draws one and ponders her answer while Tom Benson (centre) holds the microphone and helps with the odd suggestion.

(2) Highlight for the studio audience is the weekly stunt. Here the two contestants were required to balance cups and saucers, adding to the number and hoping to avoid a crash before the balloon, being blown up by Maurice Burchell, bursts and marks the finish. Wilf Carpenter, behind the mike, looks on.

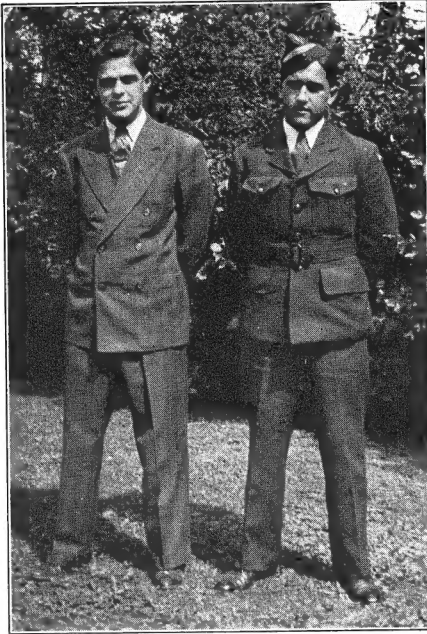
(3) Guy Gislason and Tom Benson appear to be concentrating, maybe assisting the contestant, with a little mental telepathy.

(4) The contestant throws his head back, contemplating the ceiling in an effort to find the answer.

It's all good fun, with some educational value, too. Wm. Wrigley (Jr.) Co. are, of course, the sponsors of Treasure Trail.



Pen Pals Meet in Manitoba



Left: Clifford Kitson
Right: L.A.C. Jack Nelson, R.A.A.F.

Those of our readers who remember our "Uncle Peter's Birthday Club" programs on CKY will be interested in this letter, referring to the picture above:—

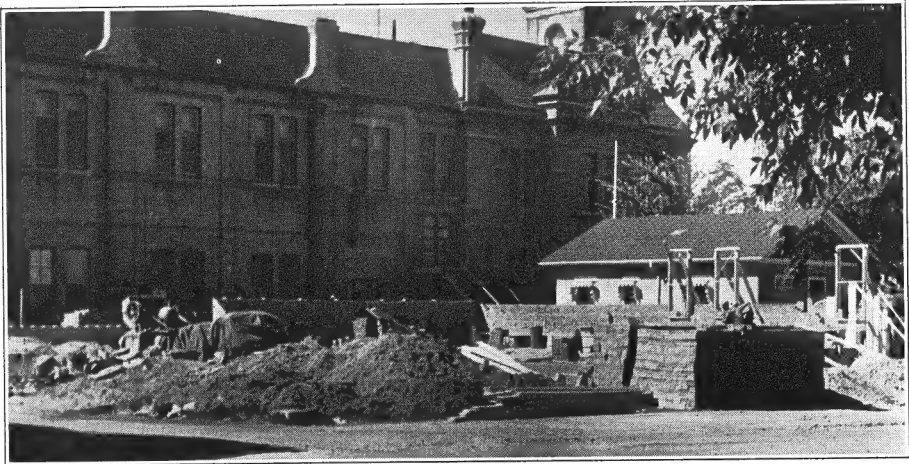
Brandon, Man.

"About ten years ago, through the medium of 'Uncle Peter's Club', my son Clifford got in touch with Jack Nelson of Milldura, Australia. They have been regular correspondents since, and now Jack is in the Wireless school at Tuxedo, and we have had the pleasure of a visit from him. Clifford is finishing his third year Arts and is a member of the C.O.T.C. He will be joining the active forces in the spring. Jack, of course, is in the Australian Air Force. . . ."

A.E.K.

For a number of years western Canadian children were invited to send in letters intended for young folks in Australia. The letters were forwarded to Mr. Charles W. Barrett, editor of the boys' page of the Melbourne "Weekly Sun," who published many of them and devoted generous space to lists of names and addresses. Hundreds of responses came from "down under", with the result that numerous friendships were established, including this one between Clifford Kitson and Jack Nelson.

NEW STUDIOS FOR CKX



Brandon's new broadcasting studios are being constructed in the heart of the Wheat City, beside the City Hall. Part of the busy scene is shown above, as it appeared in late August.